



ABOUT ME

Hi, I am a User Experience Designer with 5+ years of experience, my passion lies in crafting digital experiences that delight and empower users. With a background in design and a keen understanding of human behaviour, I strive to create products and interfaces that are not only visually appealing but also intuitive and user-friendly.

EXPERIENCE

2022 - Present

Sr. User Experience Designer  
MAQ Software (Redmond, US)

- Led the UX strategy and execution for B2B and B2C products with a combined user base of over 2M+, increasing customer satisfaction scores by 30% over two years.
- Collaborated closely with product managers, engineers, and data analysts to define user journeys, design requirements, and success metrics.
- Championed a design system that reduced design debt and improved development handoff efficiency by 40%.
- Mentored junior designers and facilitated UX workshops across teams to foster a design-thinking culture.
- I have spearheaded projects for prominent clients such as PepsiCo, Staples, Microsoft, and many more delivering influential software solutions and Power BI reports.

2021 - 2022

User Experience Designer  
Utilize Core (New York, US)

- Spearheaded the development of new platform workflows, crafting wireframes and user paths for upcoming features.
- Utilizing design systems, I've translated concepts into high-fidelity designs and provided thorough documentation for seamless implementation by engineers.
- I've also adeptly validated new ideas through rapid prototyping and A/B testing.

2020 - 2021

Product Designer  
Internshala (Gurugram, India)

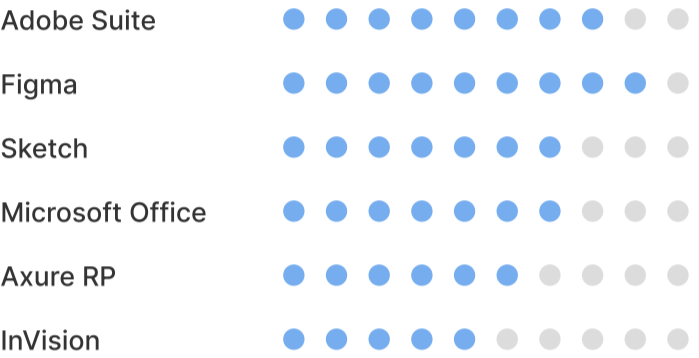
- Contributed in creating features and screens in mobile app and desktop app for Internshala after doing market reasearch and analysis
- Learned how to work pixel perfect designs and implement in app thats been used by end users
- Worked closely with business team to get requirements and create interfaces out of it. also worked as visual designers to create campaing structures and assets for the same

2019 - 2020

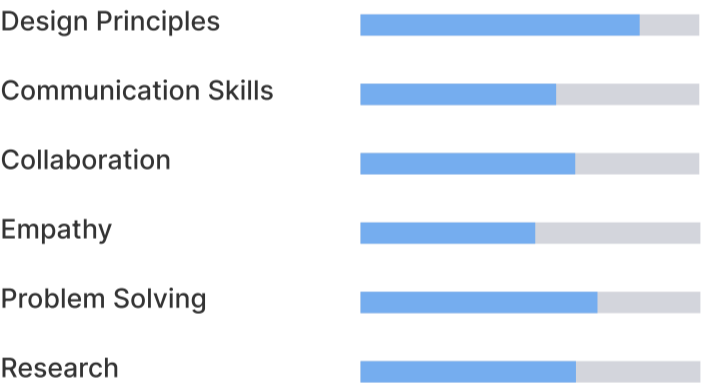
Visual Designer  
EazyApp (Delhi, India)

- Began my Android app development journey by creating an internal team app.
- Additionally, supported marketing efforts through collateral design.
- Moreover, improved an existing app's user experience by conducting thorough user research, interviews, and surveys, gathering valuable insights.

EXPERTISE



SKILLS



EDUCATION

- 2020 - 2021

UI/UX Course  
Interaction Design Foundation

Learned the entire spectrum of UX design.
- 2016 - 2020

Bachelors in Designing (Fashion Communication)  
National Institute of Fashion Technology

Program primarily focuses on four major domains i.e., Visual, Design, Research & Development, Fashion Media and Fashion Thinking, and the related genres of these major areas, using hand and digital skills through knowledge, application and practice based approach.